

Motorcycle Safety – FY 2015

Motorcycle fatalities have steadily grown over the past decade, largely a result of the increased number of motorcycle riders. Motorcyclists in Michigan constitute fourteen percent of all fatalities. Nearly fifty percent of those fatalities occur in Wayne, Oakland, Macomb, and Washtenaw counties (Metro Detroit), Genesee County, and Muskegon, Ottawa, and Kent counties (West Michigan).

Goals:

Decrease fatalities and incapacitating injuries involving motorcycles by 21 percent from 794 in 2012 to 624 by December 31, 2016.

Task 1: Training and Education		\$1,015,000
	Revision 12/09/2014	\$920,000
Section 402 funds	Revision 12/09/2014	\$610,000 \$370,000
Section 402 funds – Paid Media	Revision 12/09/2014	\$110,000 \$350,000
Section 405(f) funds	Revision 12/09/2014	\$295,000 \$200,000

Motorcycle Public Information Campaign-High Visibility and Endorsement

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$30,000	402
Grant Amount, Funding Source	\$110,000 \$350,000 12/09/14	402-Paid Media
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective gear, and high-visibility apparel.	
Project Objective	Educate motorcyclists through public information and education campaigns on crash prevention by exhibiting up to two major motorcycle events by September 30, 2015.	

The Office of Highway Safety Planning (OHSP) will fund a strong public information campaign to raise visibility of the *Ride Safe to Ride Again* campaign to increase the likelihood of cyclists obtaining their motorcycle endorsement, seeking training, preventing crashes, and wearing high visibility gear.

Funding will also support exhibiting at prime motorcycle events to assist in promoting the safety campaign.

OHSP will fund the start of a new creative for radio and internet to be run in FY16.

Motorcycle Safety – FY 2015

Returning Rider Basic Rider Training and Advance Rider Training

Project Number	MC-15-01	
Benefit to Locals	No	
Grantee	Michigan Department of State	
Grant Amount, Funding Source	\$200,000	405(f)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective gear, and high-visibility apparel.	
Project Objective	<p>Increase the number of motorcyclists trained in basic skills and advanced skills by three percent from 9,364 in 2013 to 9,645 by September 30, 2015.</p> <p>Provide up to four professional development sessions for current Motorcycle Rider Coaches by September 30, 2015.</p> <p>Provide at least one sample of high visibility riding gear to the public sponsored training site classrooms in order to promote rider visibility by September 30, 2015.</p>	

Rider training serves as the first point of preparation for safe motorcycle riding in Michigan. The Michigan Department of State will continue to manage a training program teaching advanced riding skills to endorsed riders as well as a basic rider course for returning riders. The courses will focus on skill development at real world speeds, which was shown in crash studies as lacking by those who are fatally crashing on motorcycles. Riders will be trained on proper braking, throttle management, high speed maneuvering, and curve negotiation while riding their own motorcycles. Riders will be exposed to and encouraged to wear high visibility riding gear in the classroom.

Funding will support training costs and materials.

Operation Shadow Rider

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI & E	
Grant Amount, Funding Source	\$50,000 \$30,000 12/09/14	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective gear, and high-visibility apparel.	

Motorcycle Safety – FY 2015

Project Objective	Increase the number of motorcyclists trained in basic skills and advanced skills by three percent from 9,364 in 2013 to 9,645 by September 30, 2015.
-------------------	--

OHSP will collaborate with the Michigan Department of State to locate the unendorsed riders based on the addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, OHSP will contact each unendorsed rider by mail in order to inform the rider about the availability of the Returning Rider Basic Rider Training classes, and the Basic Rider Training classes offered in hopes they will obtain their motorcycle endorsements.

Funding will support the mailing to contact the unendorsed riders in Michigan.

Motorcycle Law Enforcement Action Kits (LEAKs)

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$20,000 \$10,000- 12/09/14	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Provide enhanced training for all sectors of the criminal justice community.	
Project Objective	Provide law enforcement agencies with the current laws, rules, and regulations that apply to motorcyclists by distributing LEAK kits to a minimum of twenty agencies by September 30, 2015.	

OHSP, in conjunction with the motorcycle action team, will develop and distribute comprehensive law enforcement action kits (LEAKs) to a minimum of twenty law enforcement agencies in the state. These information kits will increase law enforcements' knowledge and understanding of the current motor vehicle code, motorcycle related laws and how law enforcement can help to enforce against drinking and riding by motorcyclists.

Further enforcement is needed in the areas of un-endorsed riders, improper exhaust, handlebars issues, improper or no lighting, and inadequate seating which make some motorcycles unsafe to be on the road. OHSP will work with motorcycle safety partners to research and analyze the crash data to evaluate the effectiveness of the project. Educating the public and law enforcement on strategies that can reduce motorcycle-involved crashes will save lives.

Funding will support the development and distribution of the kits.

Motorcycle Safety – FY 2015

Motorcycle High Visibility Gear Pilot

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$510,000 \$300,000 12/09/14	402
Grant Amount, Funding Source	\$95,000 12/09/14	405(f)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective gear, and high-visibility apparel.	
Project Objective	Purchase and distribute up to 9,000 high visibility vests to motorcycle riders who pass a basic or advanced training class by September 30, 2015.	

OHSP will work with the Michigan Department of State Motorcycle Safety Training program and the training site coordinators to distribute high visibility vests upon completion of the basic or advanced rider training class.

For two years, OHSP has promoted the use of riders wearing high visibility gear at motorcycle shows and events around the state. OHSP has raffled off similar vests at events to riders who entered a drawing. A significant amount of time and money has been spent on PSAs to promote the use of this gear.

This pilot program is the next step to drastically increase the use and acceptance of high visibility gear, which is very capable of preventing a large number of multi vehicle crashes involving a motorcycle. Rider conspicuity is valued as a NHTSA countermeasure that works for reducing and preventing motorcycle crashes and saving lives. An evaluation survey will be conducted after the completion of the project to determine its effectiveness.

Funding will support the distribution and costs of the high visibility vests.

Task 2: Program Management	\$161,000
Section 402 funds	\$161,000

Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$161,000	402
Grant Start-up	October 1	
SHSP Strategy	N/A	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.